

The First Paying Clients Workbook

By the end you'll have one pond, one program with a finish line, three prices, four weeks of gift posts, the exact DMs and call lines to use, and your first spots offered to real people.

FREE WORKBOOK 14 PAGES ABOUT 60 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One person, one problem, and one program with a clear finish line and a week-by-week plan
- ✓ Three price levels, biggest first, plus what you'll add instead of cutting your price
- ✓ A four-week posting plan where every gift ends in one keyword ask
- ✓ Word-for-word DM and call scripts, and a list of people to message today

YOUR NAME

INSIDE

- 1 Pick your pond and your first way to sell
- 2 Build your first program
- 3 Price your three levels
- 4 Plan four weeks of gift posts
- 5 Write your DM and call scripts
- 6 Fill your first spots and track your numbers
- 7 Your 7-day plan

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Sell Fitness Programs Online and Land Your First Paying Clients](#).

STEP 1 OF 6 · LEARN IT

Pick your pond and your first way to sell

If you talk to everyone, no stranger can tell they're the one you mean, so nobody comments and nobody buys. One person with one painful problem gives every post, price, and message a target.

HOW TO DO IT

- 1 List the people you've helped and the problems you've lived or solved yourself.
- 2 Pick one kind of person with one painful problem. Write it as: [person] who want [result].
- 3 Test it: could a stranger tell in one sentence if this is them? If not, narrow it until they could.
- 4 Pick one of the four ways to sell to start with: a one-time program, a monthly membership, a coached program with weekly check-ins, or one-on-one online coaching. Start with one.
- 5 Write the finish line: what they'll be able to do at the end that they can't do now.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Problems I've solved: moms with sore backs, new lifters scared of the squat rack, people coming back after a long break.

My pond: busy moms who want their energy back.

Where it hurts: wiped out by 3pm, too tired to play with the kids after dinner.

First way to sell: a coached program, the plan plus weekly check-ins.

Finish line: in 12 weeks, play a full game of tag with your kids without getting winded.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Pick your pond and your first way to sell

People you've helped or problems you've lived

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Your pond: one person, one problem ([person] who want [result])

Where it hurts for them, in the words they'd use

Your first way to sell (tick one)

- ☐ One-time program (like a 12-week plan as a PDF or in an app)
- ☐ Monthly membership with new workouts each month
- ☐ Coached program: the plan plus weekly check-ins
- ☐ One-on-one online coaching

Your finish line: what they can do at the end that they can't do now

- ☐ You're done when a stranger could read your pond line and know in one sentence if it's them.

STEP 2 OF 6 · LEARN IT

Build your first program

A program with no finish line and no planned progression is just a pile of workouts, and people quit piles. Hard isn't the same as good, so build what you know works and keep it safe.

HOW TO DO IT

- 1 Split the time to your finish line into blocks of weeks. For each block, write what gets harder on purpose.
- 2 List every exercise in the program. Film a short phone demo of each one, all in one session.
- 3 Pick one simple way they'll track progress, like a number they log once a week.
- 4 Choose any platform that takes payment through Stripe or PayPal: a coaching app, a course platform, or a simple checkout page. Pick one today. Don't lose a week comparing.
- 5 Add a health waiver and a disclaimer telling buyers to check with their doctor. Look up how digital products are taxed where you live.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Weeks 1-4: three 25-minute home workouts a week, bodyweight only, learn the moves.

Weeks 5-8: add dumbbells, four workouts a week.

Weeks 9-12: add a short finisher, then the tag test in week 12.

Tracking: energy at 3pm, rated 1 to 10, plus minutes of play without stopping, logged every Sunday.

Demos: 18 exercises, filmed in one Saturday morning.

Platform: a coaching app that takes Stripe. Waiver and doctor disclaimer added at checkout.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Build your first program

Your week-by-week plan

Weeks	Workouts per week	What gets harder on purpose	What they check or test

Exercises that need a video demo

1.

2.

3.

4.

5.

6.

7.

8.

How they'll track progress (what they log, and when)

Before you sell

- ☐ Finish line written
- ☐ Week-by-week progression planned
- ☐ Video demo filmed for every exercise
- ☐ Progress tracker ready
- ☐ Checkout set up through Stripe or PayPal
- ☐ Health waiver added
- ☐ Disclaimer added: check with your doctor first
- ☐ Looked up how digital products are taxed where I live

☐ You're done when every box on the before-you-sell list is ticked.

STEP 3 OF 6 · LEARN IT

Price your three levels

If you price by your hours, you'll charge too little and then cut it the first time someone pushes. People don't buy 36 workouts. They buy the result, so price by what that result is worth to them.

HOW TO DO IT

- 1 Write the vacation: where they hurt now and where they'll land. Leave out the workouts.
- 2 Build three levels: the program on its own, the program plus weekly check-ins, and full one-on-one coaching.
- 3 Write them biggest first. Next to it, the middle option feels like the smart choice.
- 4 List what you'll add before you ever drop a price, like a check-in call, a simple meal guide, or faster replies.
- 5 Write a clear guarantee so yes feels safe, collect cash up front when you can, and decide now when you'll raise your price: when spots fill or people stop pushing back on cost.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

The vacation: from wiped out by 3pm to playing with your kids after dinner without getting winded.

Level 3, shown first: one-on-one online coaching, \$250 a month.

Level 2: the 12-week program plus weekly check-ins, \$360 paid up front.

Level 1: the 12-week program on its own, \$97.

If they say it's too much: add a check-in call, a simple meal guide, or faster replies.

Guarantee: do every workout for 4 weeks. If your energy isn't better, I'll refund you.

I'll raise my price when all 5 Level 2 spots fill.

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Price your three levels

The vacation: where they hurt now and where they'll land

Your three levels, biggest first

Level	What they get	Price	Paid how (up front or monthly)

What you'll add instead of cutting your price

1.

2.

3.

Your guarantee, in one or two sentences

I'll raise my price when...

Do the math

Monthly income goal (\$)

What one client pays a
month (\$)

Fill in both boxes.

☐ You're done when all three levels have a price and you've written what you'll add before you'd ever cut one.

STEP 4 OF 6 · LEARN IT

Plan four weeks of gift posts

Posts that just show you training get views from the wrong crowd and no messages. A post that gives a real fix and ends with one keyword ask tells you exactly who to message today.

HOW TO DO IT

- 1 Pick one keyword and one implementation tool to send people who comment it: a one-page checklist, a 7-day starter plan, or a short form.
- 2 Week 1: post three different videos. One says who you help and why you're different. One shows how you think about their problem. One is a video you just love making.
- 3 Weeks 2 and 3: post gifts. Each one names one real problem, shows your fix, and ends with one ask: 'Comment [KEYWORD] and I'll send you [tool].' Not three asks. One.
- 4 Week 4: share proof, even your own progress or a first client's first week, and open a few spots with a clear start date.
- 5 Add one story poll and plan to message everyone who votes with one question about their answer.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Keyword: *ENERGY*. Tool: a 7-day starter plan of 10-minute morning workouts.

Week 1: 'I help busy moms get their energy back. I'm a mom who trains at 5am too.'

Week 2: 'Crashing at 3pm? Try this 10-minute morning routine for one week. Comment *ENERGY* and I'll send you the full 7 days.'

Week 3: 'Back stiff after carrying the baby? Two moves, two minutes. Comment *ENERGY* for the full plan.'

Week 4: my first client's first week, then '3 spots open, we start the 1st.'

Story poll: 'Which is harder for you: starting or staying consistent?'

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Plan four weeks of gift posts

Your keyword and the tool you'll send

Your four-week posting plan

Week	Post idea	Problem it names	The one ask at the end

Your end-of-video ask

problem in their words

?

Try

your fix

for

how long

.

Comment

KEYWORD

and I'll send you

tool

.

Your story poll question

☐ You're done when every post in weeks 2 and 3 has a problem, a fix, and exactly one ask.

STEP 5 OF 6 · LEARN IT

Write your DM and call scripts

The sale happens in a conversation, not on a sales page. My first sale was Miss Gertrude, and I talked to her for about two hours giving her the moon. You don't need two hours. You need good questions and an honest offer.

HOW TO DO IT

- 1 When someone comments your keyword, send what you promised, then ask one question about their struggle. Answer the same day.
- 2 Listen. Then ask what they've tried and where they want to be in 90 days.
- 3 If it sounds like a fit, invite them to a 20-minute call.
- 4 If they ask the price before you know their goal, ask two quick questions first. Then give the price plainly, once, and stop talking.
- 5 If they say 'I'll think about it,' ask which part, answer that one thing, and set a day to follow up. Keep that day.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

'Here's your 7-day starter plan, Jen. Quick question: what's been the hardest part about getting your energy back on your own?'

'That makes sense, Jen. What have you tried so far for the 3pm crash? And where do you want to be 90 days from now?'

'I think I can help with that. Want to hop on a 20-minute call so we can see if my program fits?'

'Happy to tell you, Jen. It depends on how much help you want, so can I ask two quick questions first? How many days a week can you train? And do you want someone checking in on you each week?'

'For what you told me, I'd put you in the coached program. It's \$360 for 12 weeks with weekly check-ins.' Then she stops talking.

'Totally fair. What part do you want to think through: the price, the time, or whether it'll work for you?'

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Write your DM and call scripts

After they comment your keyword

Hey first name, here's the tool I promised. Quick question: what's been the hardest part about their problem on your own?

After they answer

That makes sense, first name. What have you tried so far for what they said? And where do you want to be 90 days from now?

Invite to a call

I think I can help with what they said. Want to hop on a 20-minute call so we can see if my program fits?

When they ask the price too early

Happy to tell you, first name. It depends on how much help you want, so can I ask two quick questions first? your first question your second question

Giving the price once

For what you told me, I'd put you in level. It's price for what they get.

When they say 'I'll think about it'

Totally fair. What part do you want to think through: the price, the time, or whether it'll work for you? answer that one thing Can I check back with you on day ?

☐

You're done when you can read every script out loud and it sounds like you.

STEP 6 OF 6 · LEARN IT

Fill your first spots and track your numbers

You don't need a big following to sell your first programs. Waiting for one costs you months, while a few people who already know you can become your first clients and your first proof.

HOW TO DO IT

- 1 List people who already know you: past gym clients, friends who've asked you for help, and anyone who comments on your posts.
- 2 Offer your first few spots at a fair price in exchange for honest feedback and permission to film their progress.
- 3 Log every conversation in the lead tracker with a next step and a follow-up day.
- 4 Each week, count comments, DMs, calls booked, and sales. Compare them to your own average, not anyone else's.
- 5 Find the leak: comments but no DMs means your ask is weak. DMs but no calls means your questions need work. Calls but no sales means fix the offer or how you talk about price.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

People who know me: Jen (past client, mom of two), Rosa (asked about postpartum workouts), Dana (comments on every post).

Offer: 3 founding spots in my coached program, \$200 for 12 weeks, for honest feedback and filming their progress.

Week 1 numbers: 14 comments, 6 DMs, 1 call booked, 1 sale.

The leak: lots of DMs, few calls, so my questions need work.

When Jen bought: checked in on day 3, asked for a review at her first win, sent the refund policy.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Fill your first spots and track your numbers

People who already know you (past clients, friends who asked for help, people who comment)

Your founding-spot offer

Hey first name, I'm opening number spots in my program name for your pond. We start date. I'm offering them at fair price in exchange for honest feedback and letting me film your progress. Want one?

Lead tracker

Name	Date	What they said	Next step	Follow-up day

Weekly numbers

Week	Comments	DMs	Calls booked	Sales

Work backwards from the clients you want

New clients you want

Your close rate on calls (%)

How many booked calls show up (%)

Fill in all three boxes.

When someone buys

- ☐ Check in during their first week, before they drift
- ☐ Ask for a review at their first win, not at the end
- ☐ Write a clear refund policy and share it
- ☐ Offer a discount on a future session if they don't show up

THE PLAN

Your next 7 days

Do one small thing a day. By day 7 real people will know you have spots open.

YOUR ANSWERS, IN ONE PLACE

My pond

My keyword

First people to message

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Send your founding-spot offer to the first three people on your list.	☐	
Day 2	Film and post your week 1 video: who you help, using your pond line, and why you're different.	☐	
Day 3	Make the tool you'll send when people comment your keyword.	☐	
Day 4	Post your first gift video ending with your one keyword ask. Reply to every comment the same day.	☐	
Day 5	Run your story poll and message everyone who votes with one question about their answer.	☐	
Day 6	Set up checkout through Stripe or PayPal and add your health waiver and doctor disclaimer.	☐	
Day 7	Fill in your weekly numbers, find the leak, and follow up with anyone on their follow-up day.	☐	